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/ HEALTH BELIEF MODEL

NUTJANA SUPIYAPHUN : THE EFFECT OF SEXUALLY TRANSMITTED DISEASES
EDUCATION INSTRUCTION USING THE HEALTH BELIEF MODEL AMONG PREGNANT WOMEN
OF HEALTH CENTER SERVICE 29 CHAUNG NUCHANETRA BANGKOK METROPOLITAN. THESIS
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The purpose of this Quasi-Experimental study was to investigate the application of the Health Belief Model on preventive behavior for sexually transmitted diseases (STD) among pregnant women who were up to four and one half months pregnant (ages ranging from 13-35 years). Ninety-six pregnant women were selected at antenatal care clinic between March and June, 1997. For all 96 subjects, this was their first time visiting the clinic. The subjects were divided into two groups of 48 each. One group participated in a 2 week clinic that utilized the Health Belief Model (developed by Rosenstock, 1966 & Becker, 1974) whereas the other group, the comparison group, participated in the regular health education program carried out at the Health Center. Data was collected from the 2 groups using the same modified questionnaire before commencement of the programs, and again 2 weeks after the completion of the programs. The data was analyzed by using t-test and Paired t- test.

Analysis of the data found that there was a statistically significant difference at 0.01 between the groups in their perception of susceptibility & severity of STDs, safe sex practices, and appropriate sexual behavior. For the variable perceived benefit and cost, health promotion and prevention behavior, no significant difference was found. Within the experimental group there was a statistically significant difference at 0.01 in their scores between pretest and post test, whereas within the comparison group, no significant difference was found.

In conclusion, the Health Belief Model is effective in having an impact on pregnant women such that perception and prevention behavior is incorporated into practice thereby decreasing the risk of STD and HIV transmission and providing a more enjoyable time for the women during the pregnancy period.